



Soaring to Greatness, Committed to Excellence

Cumberland Valley School District

STUDENT PUBLICITY RELEASE FORM

During the course of the year, the Cumberland Valley School District uses various types of tools to assist us in our educational programs and public relations projects. These include:

Videotaping: Tapes may be used to showcase a student or teacher's work, record a special event, discuss class interactions, and assess learning.

Audio taping: At times individuals have the opportunity to record their verbal expressions when reading a story, singing, speaking a language, or delivering information.

Photographs: Photos can be used for displays, newsletters, publications, district calendar, school memory books, yearbooks, school and district websites.

Student Work: Teachers may wish to post student work in exhibits, on websites, and in publicity materials.

Media/publications: At times, the media tape a school event and/or interview students for television purposes or for a newspaper article.

Class Lists/Directory Information: The district has designated the following as Directory Information:

| | | | |
|------------------|--|----------------------|-------------------------|
| Student Name | Degrees, honors, awards received | Major field of study | Grade level |
| Address | Most recent educational agency or institution attended | Photograph | Date and place of birth |
| Telephone Number | Participation in school sponsored activities & sports | | |
| E-mail Address | Weight and height of members of athletic teams | | |

The primary use for directory information is to include this type of information in certain school publications. It is generally not considered harmful or an invasion of privacy if released. Examples of school publications are: Playbill or program, yearbook, honor roll, recognition in school newspapers, graduation programs, etc. In addition, directory information may be released to various media outlets in the form of press releases for the purpose of announcing honor rolls, various extra-curricular events and achievements, etc.

Be advised: In specific cases, directory information can and must be disclosed by Cumberland Valley School District to outside organizations without parent's consent. These include:

- Other schools the student is seeking to attend (transcripts).
- State or federal authorities who are auditing, evaluating programs, or enforcing state or federal laws.
- A court order by a subpoena.

Please sign below either giving permission or not giving permission for your child's personal information to be used in Cumberland Valley School District publicity and directories.

Child's name _____ Grade _____ School _____

Please indicate by marking an X in the appropriate column to give permission or not give permission for the release of publicity/directory information for the following:

| | YES- I give permission | NO-I DO NOT give permission |
|-----------------------------------|------------------------|-----------------------------|
| Videotape | | |
| Audio tape | | |
| Photograph | | |
| Student Work | | |
| Media | | |
| Class Lists/Directory Information | | |
| First name/last name | | |

Parent/Guardian Signature: _____ Date: _____